

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
21 May 2004 (21.05.2004)

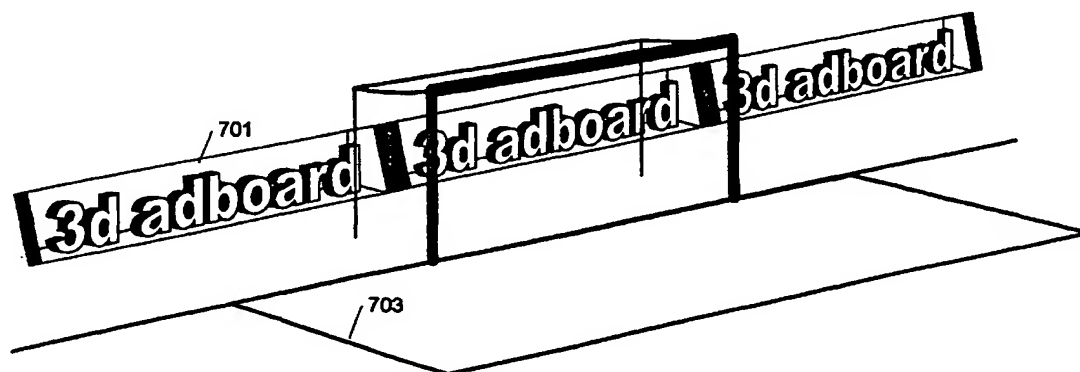
PCT

(10) International Publication Number
WO 2004/042683 A3

- (51) International Patent Classification⁷: G09F 19/12, 19/22, B44F 7/00, G09F 15/00, 15/02
- (21) International Application Number: PCT/DK2003/000761
- (22) International Filing Date: 6 November 2003 (06.11.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 02388070.1 6 November 2002 (06.11.2002) EP
- (71) Applicant (for all designated States except US): LP HOLDING APS [DK/DK]; Fredericiavej 88G, DK-7100 Vejle (DK).
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): SØNDERGAARD, Christian [DK/DK]; Flyvestation Vandel 263, DK-7184 Vandel (DK).
- (74) Agent: ZACCO DENMARK A/S; Aaboulevarden 17, P.O. Box 5020, DK-8000 Aarhus C (DK).
- (81) Designated States (national): AE, AG, AL, AM, AT (utility model), AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ (utility model), CZ, DE (utility model), DE, DK (utility model), DK, DM, DZ, EC, EE (utility model), EE, EG, ES, FI (utility model), FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT (utility model), PT, RO, RU, SC, SD, SE, SG, SK (utility model), SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (regional): ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:
— with international search report
— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments
- (88) Date of publication of the international search report: 24 June 2004

[Continued on next page]

(54) Title: AN ADVERTISEMENT PRINT AND A METHOD OF GENERATING AN ADVERTISEMENT PRINT



(57) Abstract: The invention relates to a method of generating an advertisement print comprising advertisement information, where the advertisement print is adapted for being positioned on a surface of a substantially plane print carrier, where the substantially plane print carrier has a predefined surface area. The method comprises the step of projecting the predefined surface area to a plane perpendicular to a line of sight between a predefined viewpoint and the print carrier, placing the advertisement information within boundaries of the projected predefined surface area and generating the advertisement print by graphically transforming the projected predefined surface area together with the advertisement information to an area similar to the predefined surface area of the substantially plane print carrier. The invention further relates to an advertisement print being printed on a substantially plane print carrier. The print is optimised to be placed on a surface of an inclined plane having a first inclination, and the print comprises a first element being a perspective projection of a first three-dimensional element to the inclined plane. The projection is optimised to a predefined viewpoint, where a supporting surface of the three-dimensional element is parallel to a supporting plane having a second inclination being different from the first inclination.

WO 2004/042683 A3



For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

INTERNATIONAL SEARCH REPORT

onal Application No

PCT/DK 03/00761

A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G09F19/12 G09F19/22 B44F7/00 G09F15/00 G09F15/02

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G09F B44F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data, PAJ

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 98/43231 A (THOMSEN ERIK BROGAARD ; LOGO PAINT (DK)) 1 October 1998 (1998-10-01) the whole document	1-27
A	WO 00/63868 A (PALMEROLA MIR JESUS ; MARKET SP 94 S L (ES)) 26 October 2000 (2000-10-26) the whole document	1-27
A	WO 93/04559 A (RICHTMAN JOSEPH MICHAEL) 4 March 1993 (1993-03-04) the whole document	1-27
A	DE 198 37 887 A (APA ADELFGANG & PARBEL GMBH & C) 24 February 2000 (2000-02-24) the whole document	1-27

-/-

☒ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

* Special categories of cited documents :

- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier document but published on or after the international filing date
- "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- "O" document referring to an oral disclosure, use, exhibition or other means
- "P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"G" document member of the same patent family

Date of the actual completion of the international search

14 April 2004

Date of mailing of the international search report

04/05/2004

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Barathe, R

INTERNATIONAL SEARCH REPORT

onal Application No

PCT/DK 03/00761

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	EP 0 810 780 A (MARKET SP 94 S L) 3 December 1997 (1997-12-03) the whole document -----	1-27

INTERNATIONAL SEARCH REPORT

Information on patent family members

Original Application No

PCT/DK 03/00761

Patent document cited in search report		Publication date	Patent family member(s)	Publication date
WO 9843231	A	01-10-1998	DK 9700140 U3 AT 203618 T AU 741275 B2 AU 6612698 A BR 9808426 A CA 2284683 A1 DE 29823951 U1 DE 69801215 D1 DE 69801215 T2 WO 9843231 A1 DK 968495 T3 EP 0968495 A1 ES 2162421 T3 GR 3037013 T3 NO 994549 A RU 2195713 C2 TR 9902339 T2 US 2003115784 A1	24-03-2000 15-08-2001 29-11-2001 20-10-1998 23-05-2000 01-10-1998 04-05-2000 30-08-2001 16-05-2002 01-10-1998 24-09-2001 05-01-2000 16-12-2001 31-01-2002 05-11-1999 27-12-2002 21-02-2000 26-06-2003
WO 0063868	A	26-10-2000	ES 2152182 A1 AU 2917900 A CN 1348577 T EP 1193667 A1 WO 0063868 A1	16-01-2001 02-11-2000 08-05-2002 03-04-2002 26-10-2000
WO 9304559	A	04-03-1993	ZA 9106712 A AT 175832 T AU 656609 B2 AU 2121692 A CA 2116096 A1 DE 9219218 U1 DE 69228187 D1 DE 69228187 T2 DK 599920 T3 EP 0599920 A1 ES 2125904 T3 WO 9304559 A1 GR 3029921 T3 HK 1014622 A1 US 5933544 A	27-05-1992 15-01-1999 09-02-1995 25-02-1993 04-03-1993 03-08-2000 25-02-1999 29-07-1999 30-08-1999 08-06-1994 16-03-1999 04-03-1993 30-07-1999 14-07-2000 03-08-1999
DE 19837887	A	24-02-2000	DE 19837887 A1	24-02-2000
EP 0810780	A	03-12-1997	ES 2114819 A1 BR 9603574 A BR 9703340 A EP 0810780 A1	01-06-1998 08-09-1998 17-11-1998 03-12-1997